



SKILLS

CPG Marketing & Design

Adobe Suite

- Proficient in Indesign, Illustrator, Photoshop, XD

- Working knowledge of After Effects and Premier

Proficient in Google & Microsoft Suite

Proficient in Figma

Working knowledge of Sketchup

PORTFOLIO

hailiebauerdesign.com

ACHIEVEMENTS

President's List (8 semesters)

3.88 Cumulative GPA

EXPERIENCE

Associate Graphic & Packaging Designer

Sargento Foods, Plymouth, WI

July 2023 - Current

At Sargento, I work on a wide variety of design projects, from printed consumer packaging to digital media.

As a packaging designer, I am proficient in creating graphics within dielines specs, understanding and following legal guardrails for labeling, developing solutions for color and printing challenges. I have experience designing for a variety of packaging materials and printing processes, including but not limited to flexography, lithography, and corrugate. Packaging design has included projects ranging from a total packaging system refresh to helping develop graphics for innovation and new product launches.

As a digital & graphic designer, my work includes eCommerce assets, retailer shopper ads, fleet truck graphics, and email creative. Over the past year, I refreshed our email creative to align with our new brand campaign and worked with a team to reimaging the overall content strategy. Our efforts have delivered strong results in this channel, doubling our open rates in some months and driving additional awareness to other channels, like social.

Freelance Graphic Designer

Hailie Bauer Design

August 2019 - Current

As a freelance designer, I have worked on a wide variety of design for various clients. Including developing branding and identity systems, merchandise, creating printed materials like event invitations, and photo retouching.

Freelance/Intern

Taste of Home/Trusted Media Brands, Milwaukee, WI

July - November 2022

As a freelance designer/intern I worked on the content creation of a new style social post, Google Stories. Google Stories are found on the Google Homepage and Discover pages. During my five months, I created 85 webstories with content ranging from "7 budget gift ideas" to "How to Make Broccoli Cheddar Soup".

Intern

Crew2, Milwaukee, WI

August 2021- May 2023

As an intern working in the accounting department, I have learned how to process service provider costs, use critical thinking skills, and expand upon my Microsoft and Excel skills. Additionally, I worked with the social media manager to explore and make changes to our company's social media presence and identity.

EDUCATION

Milwaukee Institute of Art & Design

BFA in Communication Design

2019 - 2023

At the Milwaukee Institute of Art & Design, I learned the core principles of art and design, as well as the technical skills of graphic design. I explored many types of design including, but not limited to: identity, publication, information graphics, packaging, and advertising.